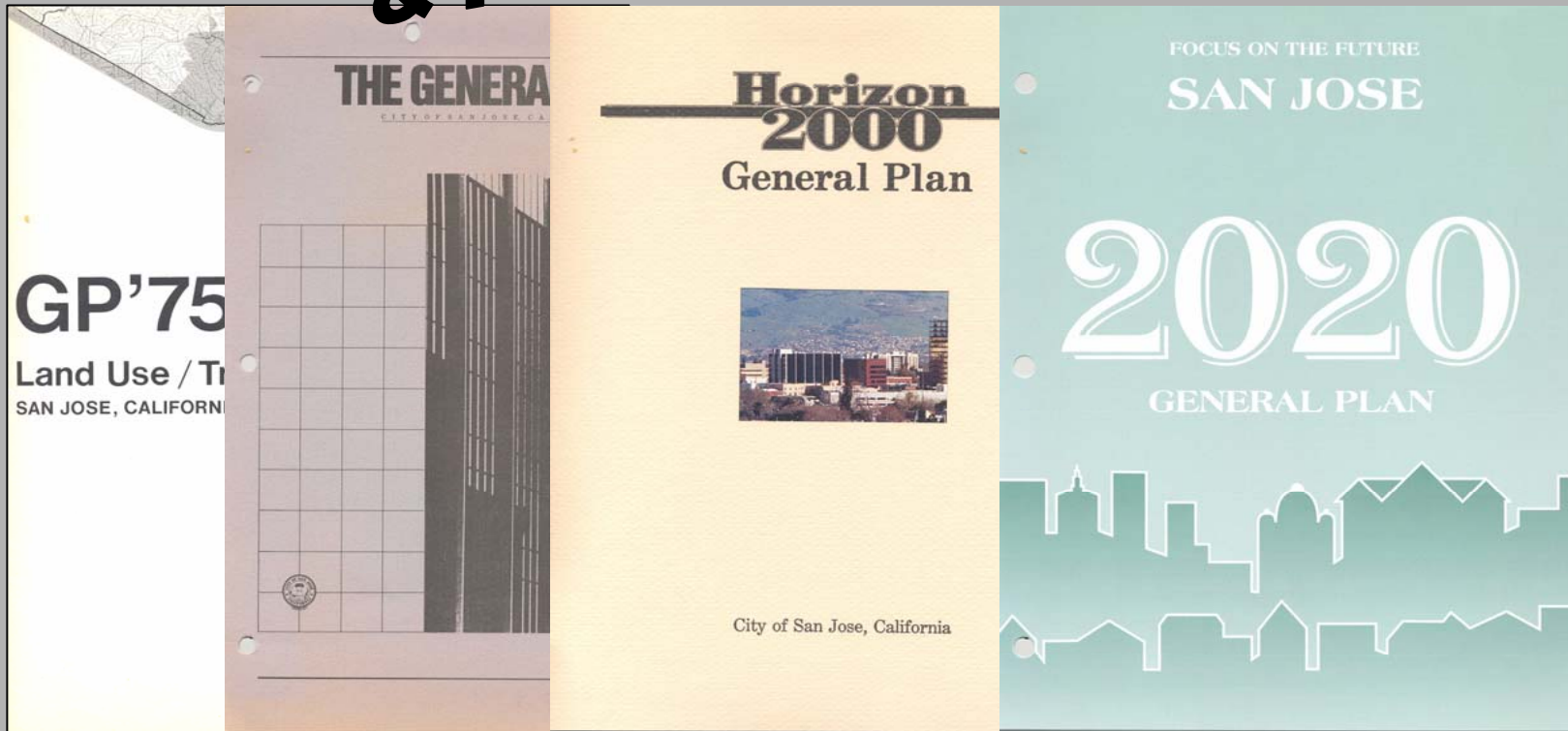


# SAN JOSE 2020 GENERAL PLAN & PROPOSED UPDATE



**City Council Study Session**

**February 5, 2007**



# WHY WE PLAN





# ***San Jose 2020 General Plan Overview***

The 2020 General Plan is the City's **Blueprint** to guide future growth of San Jose into a great city in which to **live, work, and visit**



# ***San Jose 2020 General Plan Sets Policy for Creating a Great City by:***

Promoting a Vital Economy





# ***San Jose 2020 General Plan Sets Policy for Creating a Great City by:***

Building and Maintaining Healthy Neighborhoods



# ***San Jose 2020 General Plan Sets Policy for Creating a Great City by:***

**Encouraging a Mix of Uses**





# ***San Jose 2020 General Plan Sets Policy for Creating a Great City by:***

Providing a Variety of Transportation Choices



# ***San Jose 2020 General Plan Sets Policy for Creating a Great City by:***

Caring for Unique and Special Resources





# ***San Jose 2020 General Plan Sets Policy for Creating a Great City by:***

Preserving Open Space



# ***San Jose 2020 General Plan Sets Policy for Creating a Great City by:***

## **Implementing Sustainable Living**

**SOLAR  
POWER  
2006**



In the Heart of Silicon Valley  
**San José** California  
CONVENTION CENTER  
**October 16-19**



**West Valley Branch Library**



**LEED**

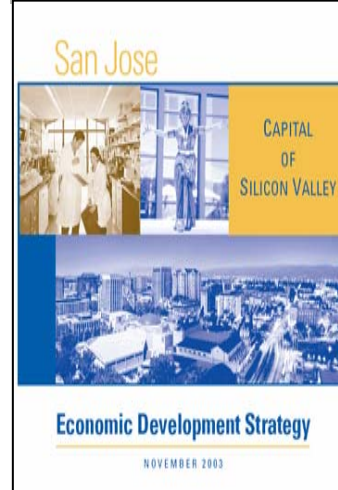




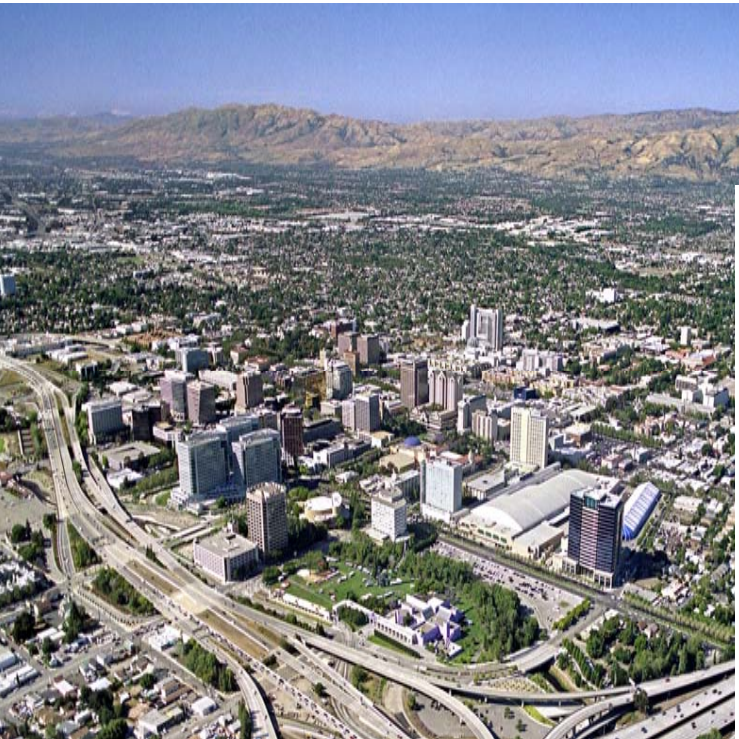
# City of San Jose 2020 General Plan:

## A Vision Beyond Land Use

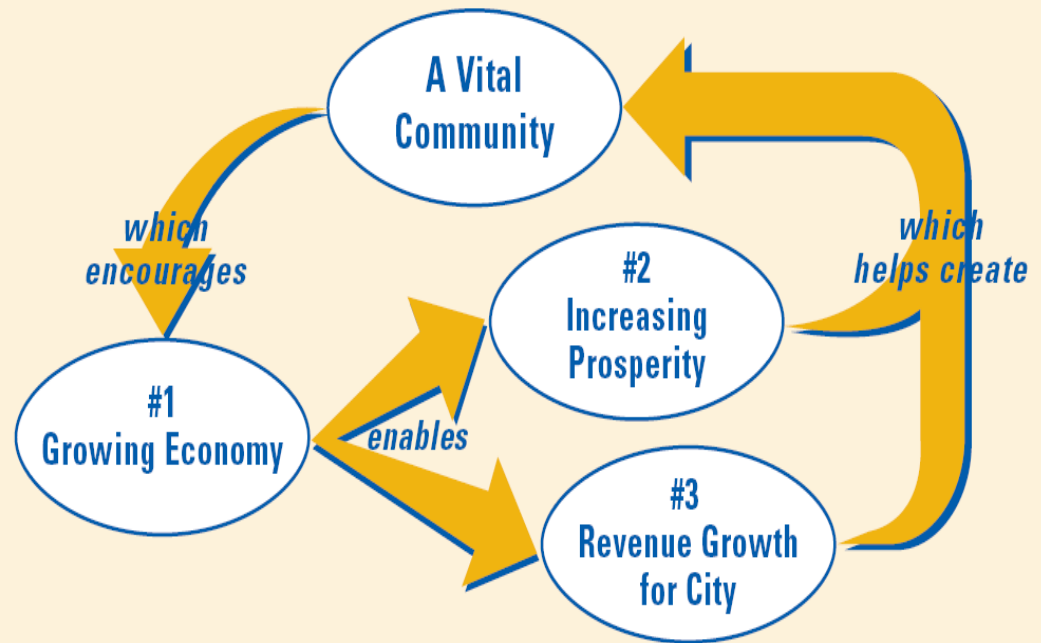
- Infrastructure and facility investment
- City services and operations (i.e., police/fire response times)
- Fiscal Health



# ***San Jose 2020 General Plan Creating a Great City***

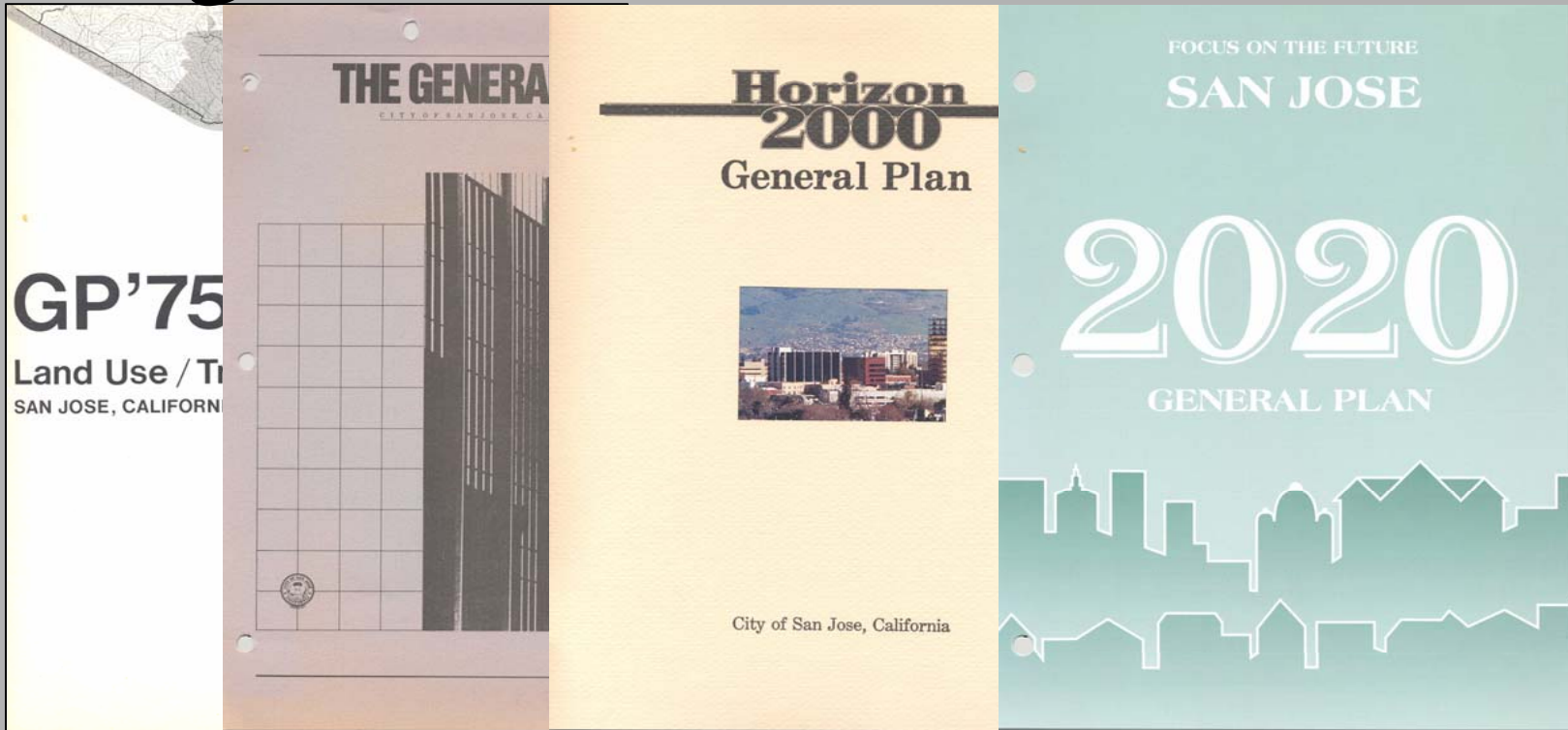


## **THREE GOALS FOR A VITAL ECONOMY**

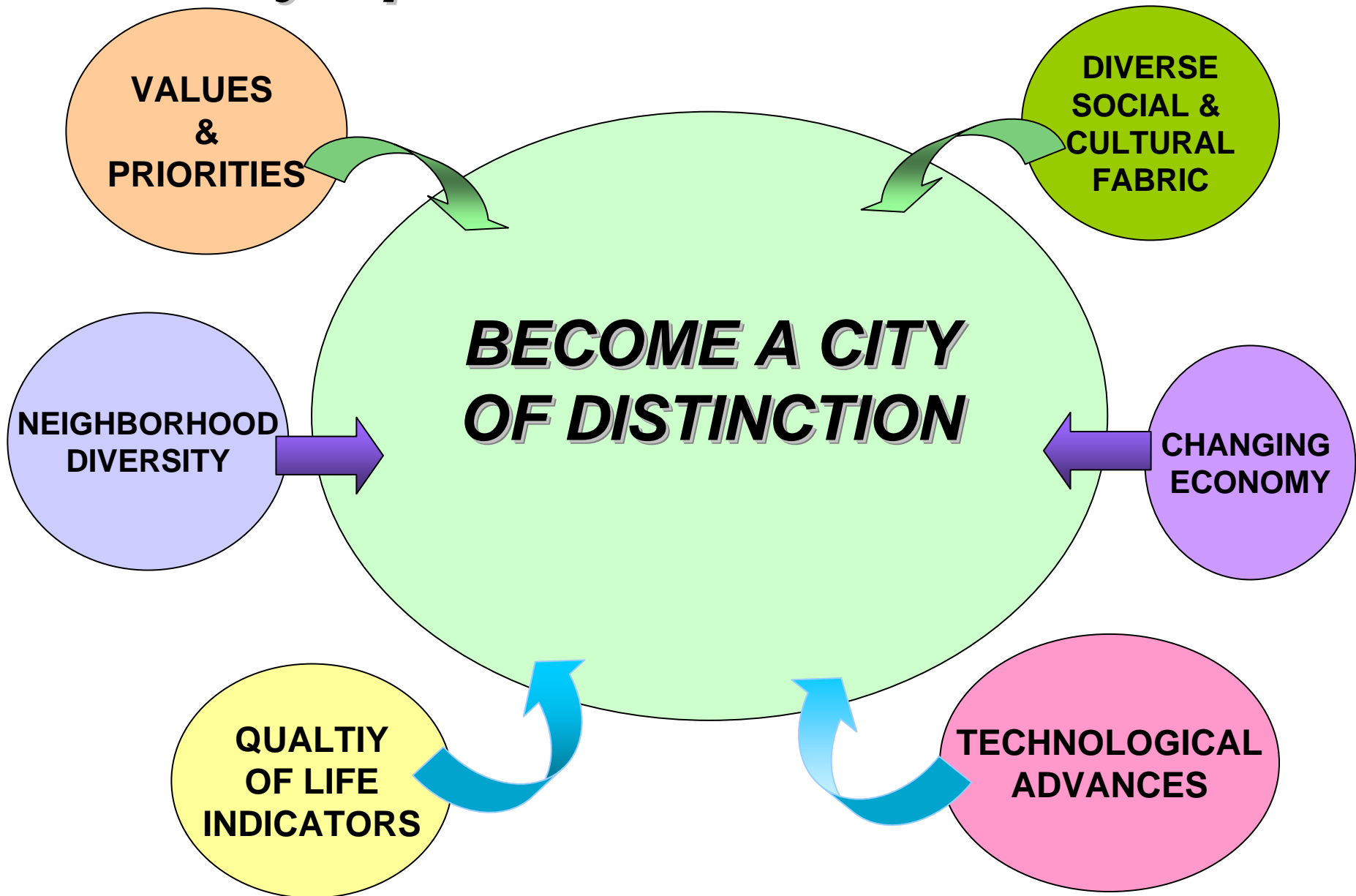




# PROPOSED APPROACH TO A GENERAL PLAN UPDATE



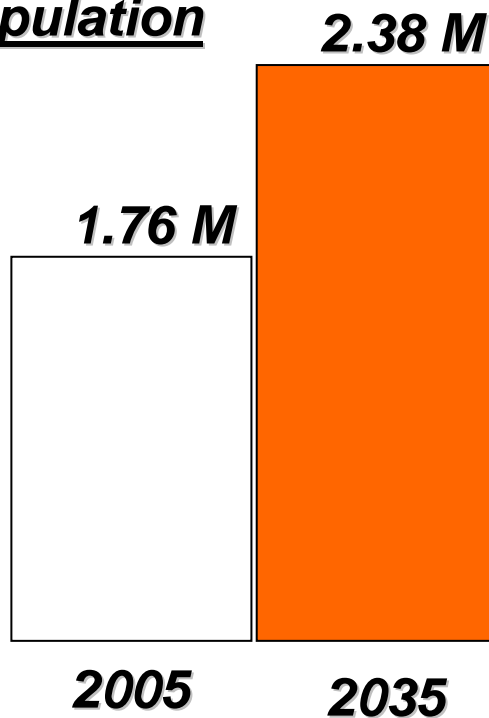
# ***Why Update the General Plan?***





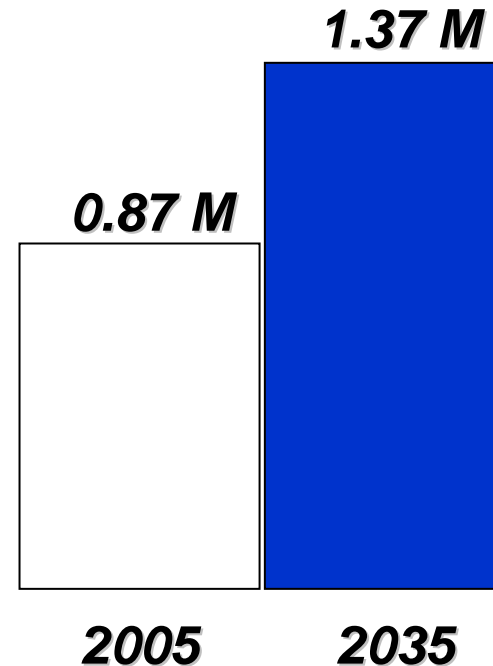
# ***San Jose and Santa Clara County will continue to grow***

## **Population**



***620,000 more SCC residents  
(413,000 of those in San José)***

## **Jobs**



***500,000 more SCC jobs  
(258,000 of those in San José)***

# ***How to do a General Plan Update***

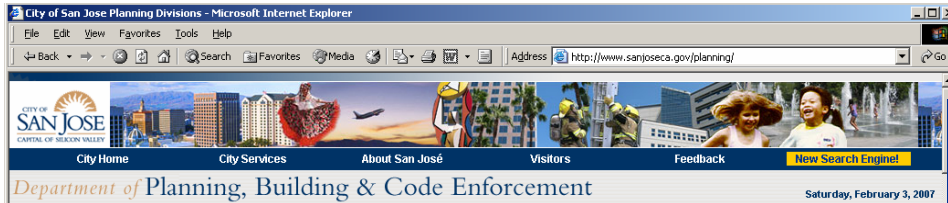
***Engage all aspects of San Jose  
from beginning to end***





# How to do a General Plan Update

## Maximize Use of Technology & Media



### e Public Stakeholder Survey.

Haga click aquí para la traducción en Español.

Ayude a elegir al Administrador de la Ciudad de San José.

Xin bấm vào đây để đọc bản dịch bằng Việt Ngữ.

Vui lòng đóng góp ý kiến để tuyển chọn Quận Đốc mới cho Thành Phố San José.



**The Mercury News**  
MercuryNews.com

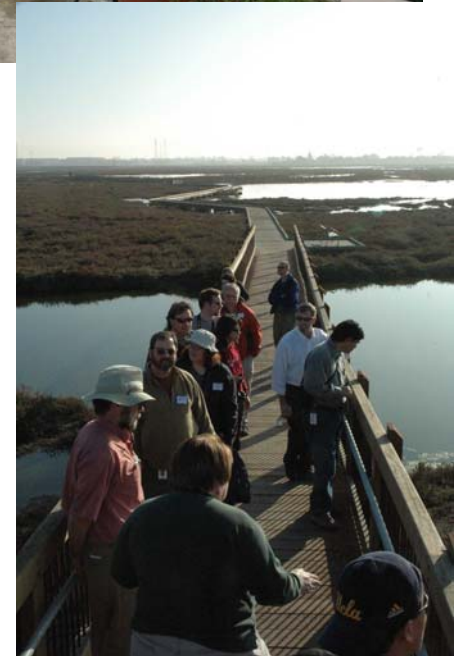
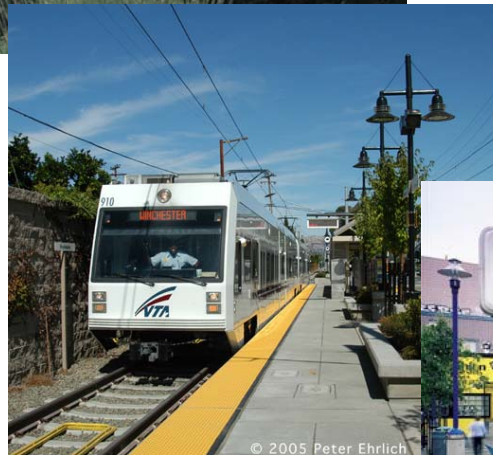


SILICON VALLEY / SAN JOSE  
**BusinessJournal**



# ***How to do a General Plan Update***

## ***Identify Key Issues***





# ***How to do a General Plan Update***

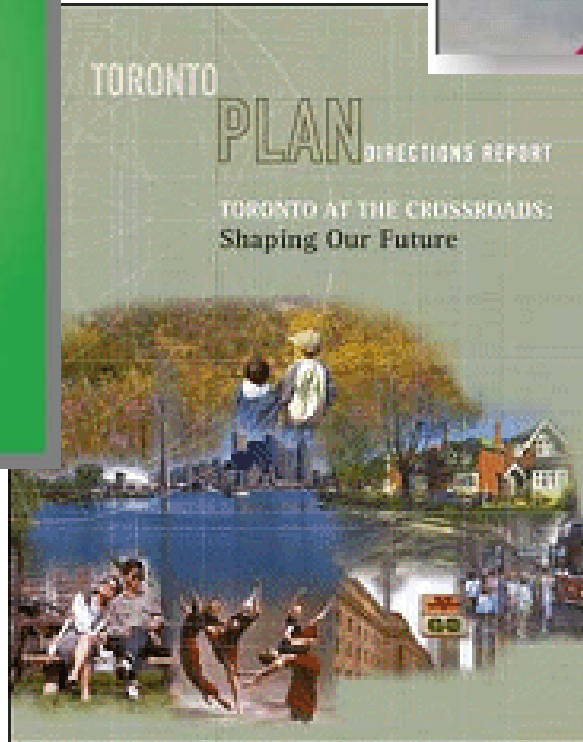
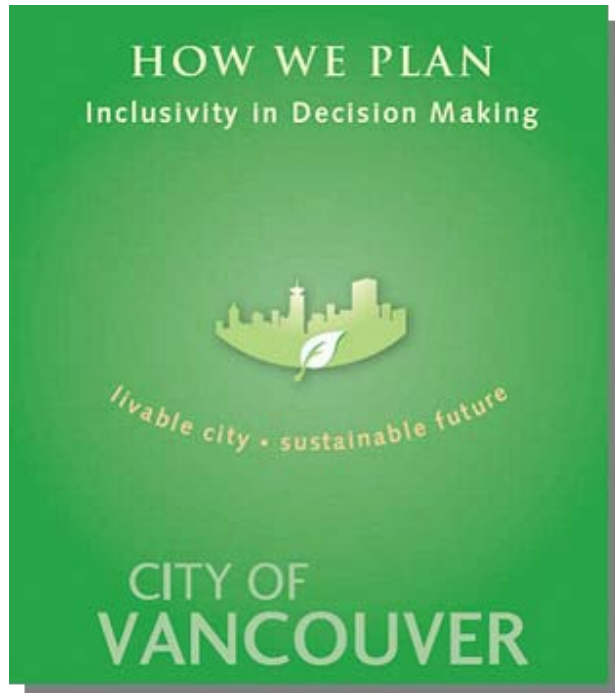
## ***Data Gathering & Assessment***

- Demographic Trends
- Economic Forecasts
- Facility Needs
- Service Demands



# ***How to do a General Plan Update***

## ***Benchmarking***

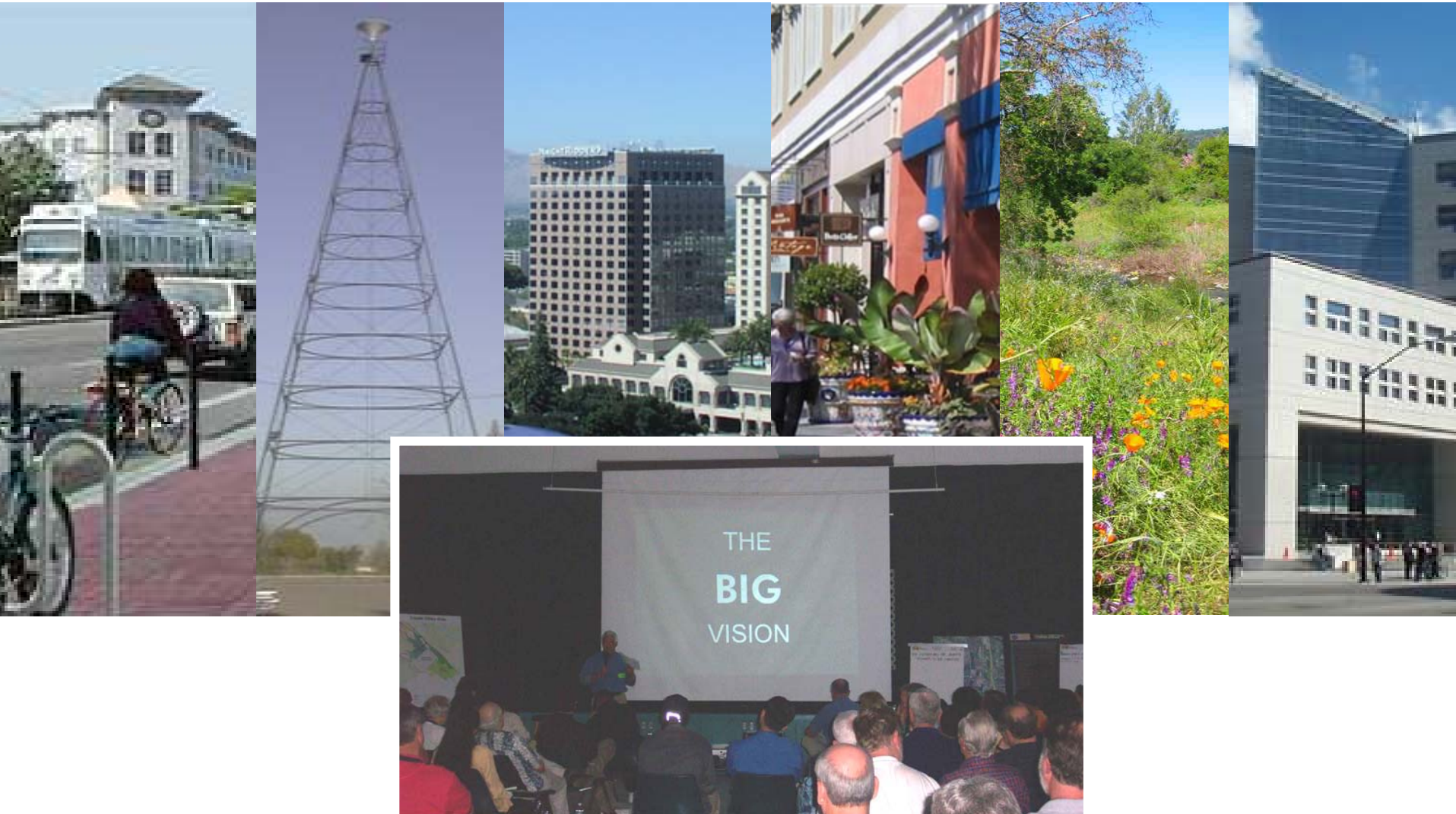


*Download by chapter below*



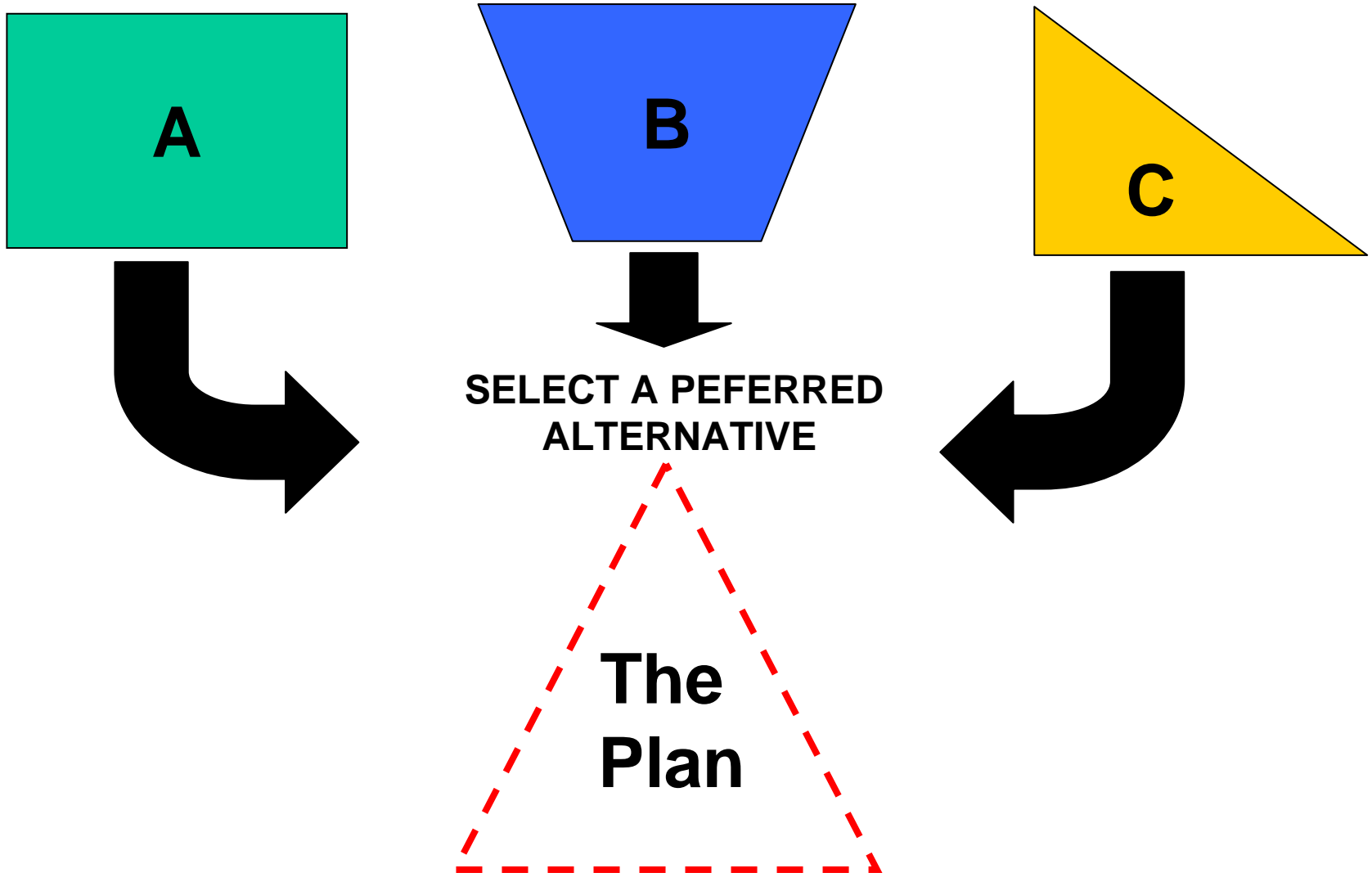
# ***How to do a General Plan Update***

## ***Formulate a Vision Based on Values***



# ***How to do a General Plan Update***

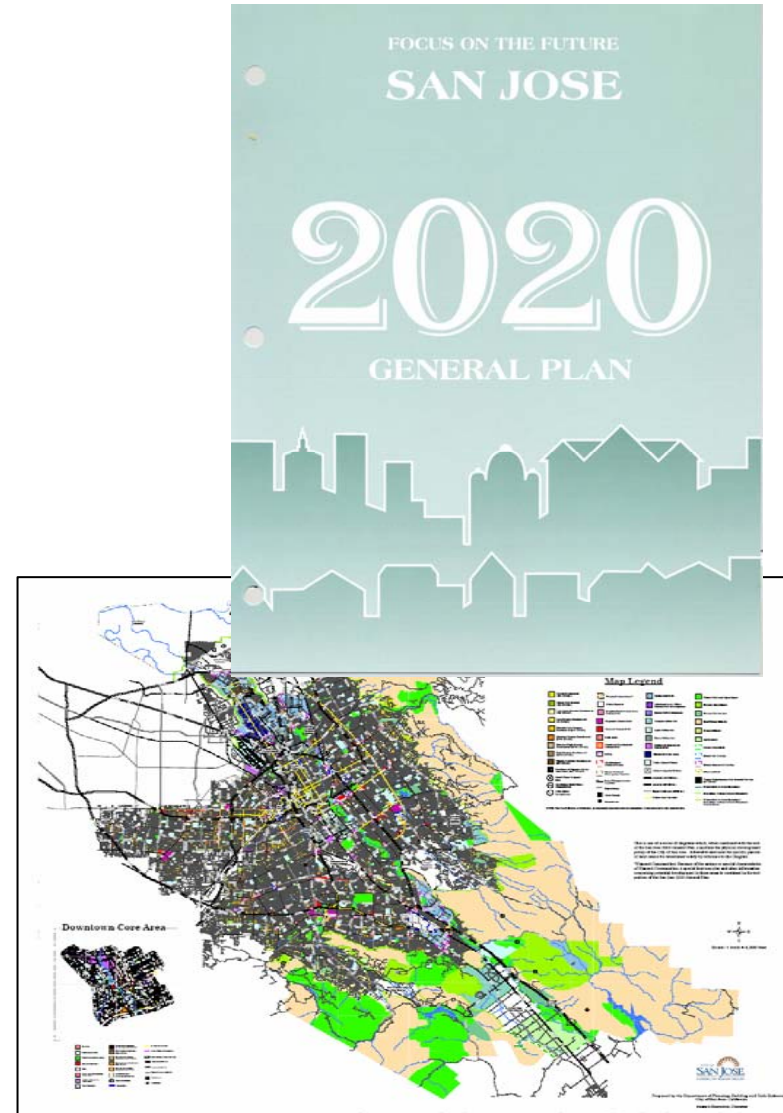
## ***Identify & Analyze Alternative Futures***





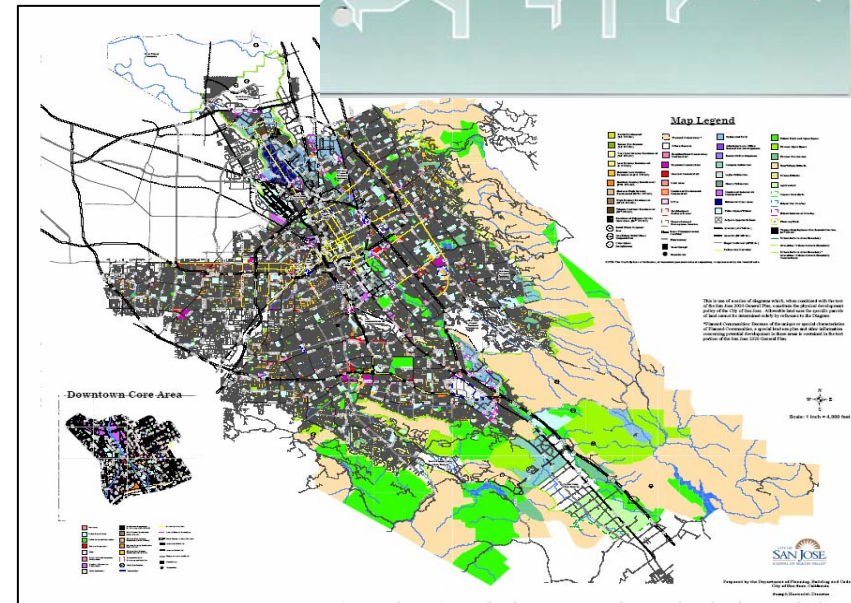
# ***Expected Outcomes of a General Plan Update***

- **A world class General Plan that will guide San Jose's future**
- **A clear vision and process that:**
  - Unifies the community
  - Acknowledges and celebrates our diverse neighborhoods



# ***Expected Outcomes of a General Plan Update***

- A plan to direct capital investments and service delivery
- A means to track and evaluate achievements/ deviations from the plan

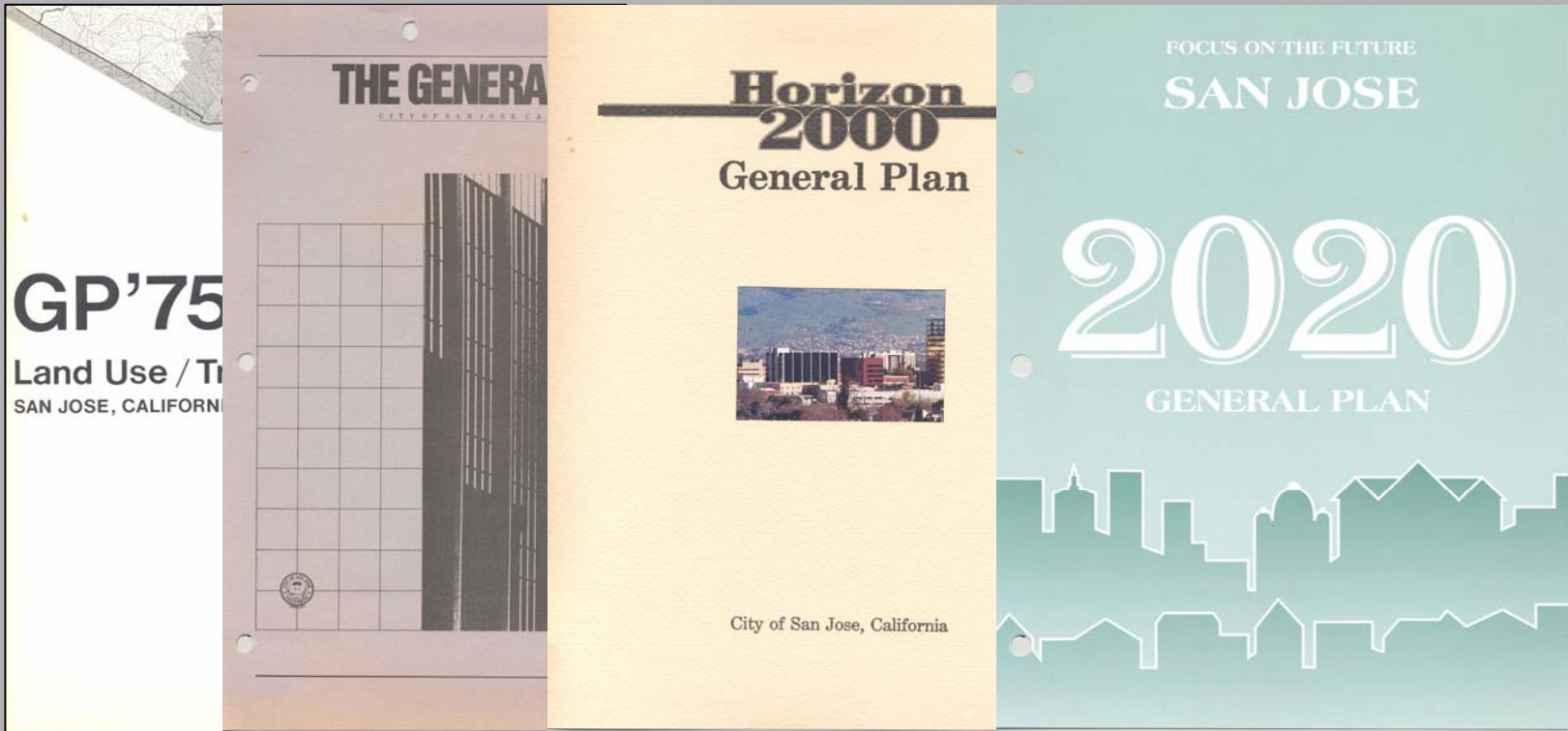




# ***San Jose 2020 General Plan Update Proposed Approach/Schedule***

- Early Outreach ..... Feb. – April 2007
- Formal Initiation ..... May – June 2007
- Background Work ..... July – August 2007
- Start Update Process ..... September 2007
- Complete Update ..... September 2009 (est.)

# PROPOSED APPROACH FOR EARLY COMMUNITY OUTREACH





# ***Proposed Approach for Early Community Outreach***

*February – April 2007*

## **Why Conduct Early Outreach?**

- ✓ Build on existing partnerships
- ✓ Seek input from all segments of San Jose
- ✓ Identify key issues
- ✓ Build the work program
- ✓ Explore alternative communication strategies

# ***Proposed Approach for Early Community Outreach***

*February – April, 2007*

## **Proposed Communication Strategies:**

- Website
- E\*Blast through the Neighborhood Development Center
- Build from other efforts
- Meetings





# ***Maximum Outreach in a Brief Period with Limited Resources***

## Council Input on Options:

- A. 4 to 5 Interest-based meetings: residents, business/labor/ development, non-profit, etc.
- B. 5 Geographic based meetings: Town Hall style with everyone welcome
- C. Combination
  - A. Other

